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WHAT IS CLAIMED IS:

1. A method of transmitting executable software from a server to a client computer, the method comprising:

segmenting each of a plurality of applications into a collection of executable blocks;

forming an InitBlock Bundle comprising blocks executable during initialization of the plurality of applications, at least one block from each application being included in the InitBlock Bundle;

sending the InitBlock Bundle to a client computer; and

sending other blocks from the plurality of collections of executable blocks to the client computer subsequent to a start of execution of the InitBlock Bundle.

2. The method of claim 1 wherein:

the plurality of applications comprise at least one application subscribed to by a user and at least one application not subscribed to by the user; and

the method further comprises:

monitoring execution of applications subscribed to by the user to determine an application usage pattern; and

based on the usage pattern, sending data to the client terminal to display information about a first one of the unsubscribed applications.

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3. The method of claim 2 wherein:

the data to display information about one of the unsubscribed applications comprises an offer to subscribe to the first one of the unsubscribed applications.

4. The method of claim 3 further comprising:

in response to the offer to subscribe, receiving data at the server indicating acceptance of the offer; and

sending data to the client terminal to enable execution of the first one of the unsubscribed applications by the user.

5. The method of claim 4 wherein:

the InitBlock Bundle comprises access control data; and sending data to enable execution comprises sending changed access control data from the server to the client computer.

- 6. The method of claim 5 wherein sending the changed access control data comprises automatically sending in response to a subscription request received at the server from the client computer.
- 7. The method of claim 5 wherein the access control data comprises an encryption key enabling access to blocks of subscribed-to applications.

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- 8. The method of claim 1 further comprising:
 - from each of a plurality of service providers, sending to a client terminal an InitBlock

 Bundle comprising a plurality of initialization blocks;

monitoring execution of blocks in each of said InitBlock Bundles to determine a usage pattern; and

forming a new InitBlock Bundle based on the usage pattern.

- 9. The method of claim 8 wherein the new InitBlock Bundle comprises executable blocks associated with applications from different ones of the service providers.
- 10. The method of claim 1 wherein at least one of the blocks in the InitBlock Bundle is a shared block executable during the initialization phase of different ones of the applications.
- 11. The method of claim 1 wherein the InitBlock Bundle comprises a set of blocks sufficient to enable execution of each of the plurality of applications to a point when the application awaits user input.
- 12. The method of claim 1 wherein forming the InitBlock Bundle comprises:

 monitoring usage of a plurality of different applications; and wherein

 forming the initialization block comprises forming based on the monitored usage.

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client.

13. The method of claim 1 further comprising:

sending from the server to the client a plurality of key values, the key values identifying ones of the collection of collections of executable blocks;

receiving a response at the server from the client indicating blocks identified by the key values that are already stored at the client; and wherein sending the InitBlock Bundle comprises omitting blocks stored already stored at the

- 14. A method of streaming data from a server to a client computer, the method comprising: sending from a server to a client a key value identifying a streamable block; receiving a response at the server from the client indicating whether the client has a locally stored copy of the block; and sending the block to the client if the client does not have a locally stored copy.
- 15. The method of claim 14 wherein:

stored at the client.

sending a key value further comprises sending a group of other key values identifying other streamable blocks;

receiving a response further comprises receiving a response indicating whether the client has locally stored copies of ones of the other blocks; and sending the block further comprises sending ones of the other blocks that are not locally

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- 16. The method of claim 15 further comprising:

 at the client, storing first data associating key values with locally stored blocks; and

 processing the first data to determine whether the client has a locally stored copy of a

 block identified by the received key value.
- 17. The method of claim 14 wherein the key value is computed at the server using a hashing algorithm.
 - 18. The method of claim 17 wherein the hashing algorithm comprises a digital signature algorithm.
 - 19. A computer system comprising:
 - a database storing a plurality of executable applications segmented into a plurality of code blocks, each application's plurality of code blocks comprising a set of initialization code blocks;
 - a processor operatively coupled to a network interface, to the database and to a computer readable data storage media comprising instructions to configure the processor to:

 form an initialization block comprising initialization code blocks for at least two of the plurality of applications; and
 - send the initialization block to a client computer operatively coupled to the network interface.

- 20. The system of claim 19 wherein the data storage media further comprises instructions to configure the processor to:
 - monitoring execution of initialization code blocks at the client computer to determine a usage pattern; and
- 5 forming a new InitBlock Bundle based on the usage pattern.
 - 21. The system of claim 19 wherein:
 - the system further comprises a database comprising a plurality of user profiles, each user profile comprising security data to control usage of ones of the plurality of applications by a respective user;
- the data storage media further comprises instructions to query the database of user profiles to access security data associated with a first user;
 - instructions to process the security data to determine application restriction data associated with the first user; and
 - instructions to send the application restriction data to the first client computer.
- 22. The system of claim 21 wherein the application restriction data comprises further comprises data preventing user access to the unsubscribed second application.

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23. A computer readable data storage apparatus storing instructions for configuring a computer to:

send to a client terminal a key value identifying a streamable block;

receive a response from the client terminal indicating whether the client terminal has a locally stored copy of the block; and

send the block to the client terminal if the client does not have a locally stored copy.

24. The apparatus of claim 23 wherein:

the instructions to send a key value further comprises instructions to simultaneously send a group of other key values identifying other streamable blocks;

the instructions to receive a response further comprises instructions to receive a response indicating whether the client terminal has locally stored copies of ones of the other blocks; and

the instructions to send the block further comprises instructions to send ones of the other blocks that are not locally stored at the client.